

Woodburn Avenue NBD Historic District

Designation Report

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Introduction

This report presents the findings and recommendations for a local historic district along Woodburn Avenue in the community of East Walnut Hills. It was prepared by the Department of Community Development & Planning's Historic Conservation Office and is the result of a six-month long study. The study was conducted at the request of the East Walnut Hills Assembly and the City of Cincinnati Historic Conservation Board.

Background

Overview of Designation Process

At its meeting on December 20, 2004, the City of Cincinnati Historic Conservation Board directed staff to begin a designation study of the De Sales Corner area, defined by the intersection of Madison and Woodburn Avenue, in East Walnut Hills and to set up public meetings with the community. The Board's actions stemmed from a request for a designation study submitted by the East Walnut Hills Assembly. The request originated with community concerns about protecting Woodburn Avenue and De Sales Corner from indiscriminate growth. The neighborhood sought the designation of a historic district to aid in balancing its future goals for economic growth, good new design and historic preservation.

Meetings were held with the East Walnut Hills community beginning in March 2005. Subsequent meetings to discuss the proposed district boundaries and conservation guidelines were hosted by the East Walnut Hills Assembly and De Sales Corner Business Association in May 2005. The East Walnut Hills Assembly and the De Sales Corner Business Association voted unanimously at its May 4, 2005 meeting to approve the proposed district boundary and guidelines. The Historic Conservation Board and the City Planning Commission voted unanimously on May 23, 2005 and June 3, 2005 respectively to favorably recommend the designation of the Woodburn Avenue NBD Historic District to City Council. City Council approved the designation report in a unanimous vote on June 29, 2005.

Research

The study area for the Woodburn Avenue NBD Historic District encompassed buildings along both sides of Woodburn Avenue between approximately E. McMillan Street and Chapel Street. It also included properties on Moorman Avenue between Madison Road and Clayton Street.

Archival research was conducted at the Cincinnati Historical Society, the Main Branch of Cincinnati's Public Library, the City of Cincinnati Law Library and the Greater Cincinnati Memory Project. Each of these repositories is a rich source of historic maps, atlases, photographs and similar documentation. An examination of these references was undertaken to document the development patterns, residents and businesses of Woodburn and East Walnut Hills. Historic files and neighborhood plans located at the Historic Conservation Office were also perused for relevant information.

Archival research was also conducted to identify any previously documented cultural resources in the survey area. A total of four resources in the study area were previously identified in the 1978 *Cincinnati Historic Inventory*.¹ The total included the two Krug Buildings at 2714 and 2716 Woodburn Avenue (Site No. 30-9 / Rank 8) and Elstun Flats at 2901-2905 Woodburn Avenue (Site No. 31-81 / Rank 4). The inventory also identified two districts. The first district was the St. Francis de Sales National Register

¹ The research design and survey methods developed and utilized for the 1978 *Cincinnati Historic Inventory* were not typical of a comprehensive level survey. The findings of this project were based largely on visual assessment and the identification of significant physical features or elements. While the inventory is an invaluable research tool and resources identified in 1978 have since been listed in the National Register of Historic Places, the numerical rating system developed for the survey was never intended to be a litmus test for eligibility.

Historic District (Site No. 31-11) at the intersection of Madison Road and Woodburn Avenue. This district, which was listed on March 1, 1974, included the church, the rectory and sacristy and the school. The City of Cincinnati designated St. Francis de Sales Church and Rectory as a Local Landmark in 1983. A second proposed district (Site 30-4 / No Rank) was identified along Woodburn Avenue approximately between Clayton Street and Madison Road and included the St. Francis de Sales Church Complex.

In addition to St. Francis de Sales, two other resources in the study area are listed in the National Register of Historic Places. The Madison-Woodburn Avenue Historic District, recorded as Site 30-4 in the 1978 *Cincinnati Historic Inventory*, was listed in the National Register of Historic Places on June 3, 1983 with only slightly different boundaries. Later that same year, the Eckert Building at 2600 Woodburn Avenue was listed on September 29, 1983.

Five additional National Register and locally designated historic resources also encircle the study area. The Wallace Charlton House at 2563 Hackberry Street, the A.M. Detmer House at 1520 Chapel Street and the East Walnut Hills Firehouse at 1700 Madison Road are all individually listed in the National Register of Historic Places. The Cleinview Hackberry Local Historic District is situated east of the study area while the Uplands Local Historic District is located to the south.

Statement of Significance

The Woodburn Avenue NBD Historic District is an excellent example of a late nineteenth / early twentieth century neighborhood business district. Although some buildings have been replaced by newer structures and others demolished, the district's essential physical character has remained intact. The period of significance spans from 1865 to 1930. However, most of the buildings in the district were constructed between 1880 and 1910, a period when East Walnut Hills was rapidly expanding as a suburban neighborhood. The district's buildings demonstrate how a variety of uses were interspersed in historic business districts, with single-family residences, commercial buildings and mixed-use structures sharing the streetscape. St. Francis de Sales Church and San Marco Apartment Building, with their distinctive corner towers, anchor the northern edge of the historic district. The corresponding tower of the Eckert Building demarcates the district's southern boundary.

Historic Narrative

The naissance of the Woodburn Avenue NBD can be traced to the mid-nineteenth century. Two distinct communities, one of prosperous businessmen and the other of German Catholic immigrants, shaped the development of this area. In the 1840s and 1850s well-to-do Cincinnatians, including W.W. Scarborough, Dr. Charles Woodward and William Hooper, built elegant estate homes in East Walnut Hills. Most of these residences were located on 5- to 10-acre lots, but some occupied more than 20 acres and a few had as many as 110 acres of land. The pastoral character of this quiet residential community offered a bucolic setting and panoramic views of the Ohio River. It also provided an escape from the soot, smoke and disease of Cincinnati's Basin. A separate settlement of German immigrants adjoined the rural estates of Cincinnati's elite to the west. In 1849, Marianist Brothers arrived from France and established St. Francis de Sales parish for the neighborhood's German Catholic families. The congregation's original stone church was built in 1850 at the corner of Hackberry and Forest Avenue (now William H. Taft Road).

In 1866, the western half of East Walnut Hills incorporated as the Village of Woodburn. The new village eventually grew to cover most of Section 2 of Millcreek Township and a small corner of Section 8, a total of approximately 746 acres. Two major thoroughfares, Madisonville Pike and Woodburn Avenue (formerly the Durrell and Rusk Road), wound through the village. Madisonville Pike began at McMillan Street, just south of Woodburn's southernmost boundary. It traveled in a northeasterly direction for .36 mile. The pike then curved to the east before continuing through the neighborhood. The point where

Madisonville Pike angled to the east was where Woodburn Avenue began. Today, however, Woodburn Avenue extends from E. McMillan Street north to Dana Avenue and incorporates historic segments of both Woodburn Avenue and Madisonville Pike.

In the mid-nineteenth century the Village of Woodburn was still very much a residential community, characterized by the modest homes and large estates established there in the 1840s and 1850s. However, by the 1860s Woodburn Avenue had begun its transformation into a neighborhood business district. The 1869 *Titus Atlas of Cincinnati and Hamilton County* shows businesses interspersed with the earlier grand estates along Woodburn Avenue. Henry Meyers, a dealer in dry goods and notions, resided at the northeast corner of Woodburn Avenue and Madisonville Pike while Francis B. Williams' two-story brick residence (now part of Talbert House), occupied a 19.25-acre tract on the west side of Woodburn Avenue. At first glance, the 18.50-acre parcel adjacent to and north of Williams' property appears to be a similar large estate. Instead, this property was owned and operated by Joseph S. Cook as a flower garden and nursery, which Sidney Maxwell described in 1870 as "one of the leading floral establishments in the country."² The atlas also identifies Michael Duffner as the proprietor of "Duffner's Garden" at the southeast corner of Clay Street and Woodburn Avenue. Woodburn's German Catholic populace and the presence of a casino nearby suggests Duffner's establishment was a beer garden rather than a second nursery. Another principal business, Boedker's Grocery & Feed Store, was located at the intersection of Hackberry Street and Madisonville Pike (now Madison Road).

In 1868 the City of Cincinnati began an aggressive campaign of annexation in an effort to regain some of the population and tax income that it had lost to suburban neighborhoods. The city made an unsuccessful attempt to annex Woodburn and several other suburbs in 1870. Annexation eventually did occur in 1873, and Woodburn ceased to have an independent municipal identity. Today its northern half is considered a part of Evanston while its southern, more opulent areas and the commercial district along Woodburn Avenue are part of East Walnut Hills.

The few businesses that existed prior to 1870 were situated in isolated locations along Woodburn and Madison. St. Francis de Sales parish and improvements in transportation to and from East Walnut Hills played a pivotal role in transforming Woodburn Avenue into an active, densely built commercial district. The relocation of St. Francis de Sales from Hackberry Street to the intersection of Madison Road and Woodburn Avenue in the late 1870s influenced the ethnic character of Woodburn Avenue's businesses.³ The church's congregants patronized businesses opened by other German Catholics including John Bauer's Drug Store, Ostenkamp's Bakers and Lutmer's Dry Goods. The Odean Beer Garden replaced Duffner's earlier establishment as a gathering place. This differentiated Woodburn Avenue from the nearby business districts of Peeble's Corner and Little Italy as well as another local district at Gilbert and Lincoln Avenues that catered to the needs of Walnut Hills' African-American residents.

In 1872 horsecar service from downtown Cincinnati opened up the area to new residents and created a subsequent need for lodging, food and services. The southernmost portion of the Amelia Flats at 2805

² Maxwell, Sidney D. *The Suburbs of Cincinnati*. Reprint. Cincinnati: Geo. E. Stevens & Co., 1870. New York: Arno Press, 1974, page 165.

³ The property where St. Francis de Sales now stands was once the home of Henry Myers, a notable dry goods dealer. T.B. Enneking purchased the property in 1877 for \$22,000, and it was almost immediately transferred to the St. Francis de Sales parish for the same sum. The school, rectory, and sacristy were built in 1877. A new church was dedicated on December 20, 1879. Designed by F.G. Himbler of Hoboken, New Jersey, the church had a 230-foot spire and at that time, the largest swinging bell in the world. Cast by the Cincinnati foundry of E.W. Van Duzen Company and nicknamed "Joseph" or "Big Joe," the bell measured 7' high, 9' wide, and weighed a formidable 17½ tons. When the bell was rung for the first time in January 1896, its E-flat note rattled nearby buildings and shattered windows. Undoubtedly this included buildings within the Woodburn Avenue NBD Historic District.

Woodburn Avenue and four other brick and frame mixed-use buildings at 2720, 2809, 2811 and 2813 Woodburn Avenue were built c. 1880. Further development followed after cable cars replaced the slower horse drawn transport in 1885. The inexpensive and reliable cable cars allowed for mass movement of people, and they drew large numbers of middle-income families to East Walnut Hills. In 1898, the cable cars were replaced by faster, more reliable electric streetcars, which made even more of the area easily accessible from downtown.

While wealthy families continued to build fine homes in East Walnut Hills, developers erected less expensive housing for middle class residents on or near the streetcar lines. One of these lines traveled up Woodburn Avenue, turning east onto Madison Road. From the 1890s to the 1920s, single-family residences, row houses and apartment buildings multiplied rapidly in the surrounding area. The brick Victorian single-family residence at 2710 Woodburn Avenue and the much larger three-story six-bay wide brick Italianate at 2815 Woodburn Avenue were both built c. 1890. In addition, eight apartment buildings were constructed in the historic district between 1893 and 1906. They varied in size and capacity and with only one exception all included first floor commercial space.

Woodburn Avenue's apartment houses represent a significant shift in Cincinnati's social climate. Although European cities began to build elegant apartment buildings beginning in the 1850s, multiple-unit dwellings did not become popular in the United States until the late nineteenth century; and this time lag was grounded in American social mores. Cincinnatians, like other Americans, associated respectability with control of vertical space. While an attached row house was entirely acceptable for fashionable, respectable members of society in late eighteenth and early nineteenth century, living above or below other families signified a loss of control, privacy, and above all, status. Multi-family buildings such as boarding houses and tenements were associated with the working class and poor. Proper Victorians also suspected that apartment buildings fostered an unhealthy moral climate. By placing men and women from different families in daily close proximity, the apartment house was seen as potentially dangerous to traditional family life. For these reasons, such arrangements were relegated to those without any other choice until the late nineteenth century.

By the 1890s middle and upper-middle class prejudices towards apartment buildings had abated, and these buildings began to appear in cities throughout the country. Nonetheless, developers continued to emphasize the respectability of apartment buildings in plan, appearance and even name. For example Woodburn Avenue's apartment buildings possess dignified names such as the Victoria, the Amelia and the San Marco. As the nineteenth century became the twentieth, apartment buildings grew in refinement and eventually were identified with modernity, with elevators, electric lights and interior plumbing as common amenities.

The seven-story San Marco Apartment Building has anchored the intersection of Woodburn Avenue and Madison Road since its construction c. 1893, and it was likely the most opulent of Woodburn's apartment buildings. An advertisement from June 16, 1984 reads:

The San Marco Apartment Building is located on the South-East corner of Woodburn and Madisonville Avenues, East Walnut Hills, City; twenty minutes ride on cable or electric cars from Fifth and Walnut Streets. The building is constructed of brick, with handsome carved stone trimmings. There are three flats on each floor, containing five rooms each, private halls, bath rooms fitted up with white marble floors and wainscoting, enameled tub, stationary wash-stand, open plumbing, nickel plated pipes; kitchen and gas range for same, butler's pantry, dining room, two chambers, and parlor; each flat is provided with one room on top floor for servant. Speaking tubes and electric bells connected with same.⁴

⁴ ———. *Cincinnati: The Past Is Still Present*. March 26, 1982.

Available sources suggest the district's other apartment buildings were home to middle-class tradesmen, businessmen and professionals. The Lutmer Flats, a large four-story brick apartment building, was constructed c. 1895. Lutmer Flats gained its name from Henry Lutmer, the owner of Lutmer's Dry Goods. City Directories indicate that Henry Lutmer operated a dry goods business in East Walnut Hills on Madisonville Avenue (later Woodburn Avenue) as early as 1890. He moved his business to 2804 Woodburn Avenue between 1893 and 1897. Lutmer also lived where he worked, residing with his family in a flat at 2804 Woodburn Avenue. He remained at this location until his death in 1915.

Two separate apartment buildings located at 2714 and 2716 Woodburn Avenue bear the name "Krug." Philip Krug founded the Krug Realty Company in 1883. Five years later Krug became affiliated with the Herancourt Brewing Company, briefly serving as its president. Herancourt may be the first Cincinnati brewer of lager beer and the first to open a cellar where lager could be safely stored through the city's sweltering summer months. By the time Krug's association with Herancourt began, however, the business was in decline. It went into receivership in 1901. It is probable that the Krug Realty Company built the apartments at 2716 Woodburn Avenue in 1895 as a speculative real estate venture. The construction of a second apartment building at 2714 Woodburn Avenue in 1903 suggests the investment was a successful one.⁵ Based on City Directories the Krug Realty Company moved its offices to 2718 Woodburn Avenue in 1905. The Krug family also lived in the building for a period of time. Philip Krug served as the president of the Krug Realty Company until his death in 1928. His son, Carl F.H. Krug, took over the business, and upon his death in 1943, his wife, Irma L. Krug, and his daughter, Dorothy Krug Newstadt, continued to run the business until at least 1960.

The three-story Classical Revival Victoria Flats was built at 2727-2731 Woodburn in 1896. That same year, Valentine and Joseph Louis Eckert constructed the Eckert Building at 2600 Woodburn Avenue as an investment property. The Eckert brothers established a notions and grocers business on Pearl Street in 1876. Joseph Eckert later opened a department store on Pearl Street and became active in real estate. Joseph Eckert lived only a few blocks away from his business at 3117 Woodburn Avenue. Around 1898, a c. 1880 brick Italianate at 2805 Woodburn Avenue, two bays wide and three-stories tall, was tripled in size to create the "Amelia Flats." This modification is unique to the Amelia. To the casual observer the building appears to have been constructed in its entirety at one time. Closer inspection reveals slight differences in color and size of the bricks. The brick dentil courses below the cornice are also at different heights as are the second and third story windows.

By the 1880s and 1890s, a cohesive commercial district had formed along Woodburn Avenue. Businesses included a grocery store, a drug store, saloon, livery, hay-and-feed store, blacksmith and industrial enterprises such as a cornice works and wagon works. As the area's population grew and its business district became more important, the City provided Woodburn with better public services such as fire protection. Ladder Company No. 9 / Engine Company No. 23 went into service in 1885. A permanent firehouse at 1700 Madison Road was built in 1888.

Woodburn Avenue continued to evolve in the decades after the turn of the twentieth century with new buildings and types of businesses. The Classical Revival 2721 and 2725 Woodburn Avenue and 2800 Woodburn Avenue, with a later Moderne-inspired stone façade, were all built around 1900. The district's eighth apartment building, the Felix Flats, was constructed shortly thereafter at 2723 Woodburn Avenue in 1906. The Felix stands out as the district's only blonde brick structure. It features surprisingly ornate stonework. Decorative stone swags, foliate and floral carving adorns the off-center entryway; carved stone scrolls and floral designs encircle the second story balcony. The original cast iron railings still secure inset balconies on the second and third stories.

⁵ The Krug Building at 2714 Woodburn Avenue bears a date stone indicating it was constructed in 1904. City Directories, however, suggest the building may have been completed in 1903.

A new type of business – geared towards the sale, storage, repair and maintenance of automobiles – also made its debut in the Woodburn Avenue NBD in the twentieth century. The development of the sturdy, low-priced Model T in 1908 brought the automobile to the masses and helped transform the nation from a pedestrian- to an automobile-oriented culture. John Jakle and Keith Sculle wrote in *Lots of Parking* that parking garages, gas stations, repair shops, showrooms, parking meters and widened streets produced a very new urban geography devoted to automobiles. The Woodburn Avenue NBD was not immune to these changes. The Imperial Motor Car Sales Company opened at 1609 Madison Road around 1910. The business included an office, showrooms, auto repair and garages, and by 1922 it occupied almost the entire block from Madison Road to Clayton Street. Imperial was not Woodburn's only auto related business. Filling stations opened at the northwest and southwest corners of Madison Road and Hackberry Street. Another two filling stations and a garage operated across the street from the Imperial Motor Car Sales Company on Moorman Avenue. A large garage with a 45-car capacity and a repair shop opened at 2715-2717 Woodburn Avenue by 1922. Less than a decade later this business had expanded with a second repair shop, a paint shop, a heater building and a fourth unidentified structure.

By the 1920s, more than half of the area's approximately 80 businesses were located on or near Woodburn Avenue.⁶ The City Directory from 1923 shows that the district included a druggist, a florist, a laundry, a restaurant, a butcher, a cigar shop, a grocery, a hardware store, a bakery, gas stations, garages/auto repair and two banks. In November 1922 the Central Trust Company of Cincinnati opened its first branch, the East Hill office, at 2818 Woodburn Avenue. This company later moved to a new building it constructed at 2821 Woodburn Avenue. Three more branches opened between 1924 and 1925 in Avondale, Price Hill and Mariemont. The selection of Woodburn Avenue as the location for its first branch suggests the Central Trust Company foresaw the greatest opportunity to expand its business and/or to serve its existing customer base in East Walnut Hills. The Central Trust Company remained at this location until 1961. The Central Trust Company was not Woodburn's only financial institution. A branch of Union Trust Company was located nearby at 2800 Woodburn Avenue. It appears that Union Trust merged with 5/3 Bank around 1927. 5/3 Bank remained at this location until 1959.

New buildings infilled the final gaps in Woodburn's streetscape between 1925 and 1930. The district's last apartment building was built at 2610 Woodburn Avenue around 1925. Unlike the district's other apartment buildings 2610 Woodburn Avenue never had a name. It also exhibits a deeper setback that is more in keeping with the district's earlier single-family residences at 2710 and 2730 Woodburn Avenue than its apartment buildings. A small one-story Spanish Revival was constructed at 2724-2728 Woodburn Avenue c. 1925. J. Arthur King, a confectioner, moved his business to this location from Peeble's Corner in Walnut Hills. He remained here until 1941.

Arguably the most dramatic change, however, occurred when Madison Road was extended west from Woodburn Avenue c. 1929. The district's appearance and its traffic patterns, pedestrian and automotive, were permanently altered as a result of this work. The new "Madison Road Extension," an 80' wide thoroughfare, cut through the solid streetscape of Woodburn Avenue and necessitated the demolition of six mixed-use brick buildings between 2821 and 2837 Woodburn Avenue. New buildings were constructed at the northwest and southwest corners of Madison Road and Woodburn Avenue, including the East Hill Branch of the Central Trust Company of Cincinnati at 2821 Woodburn Avenue c. 1930. It is likely that the nearby 5/3 Bank branch (formerly the Union Trust Company) updated 2800 Woodburn Avenue with its current Modern stone façade shortly thereafter to remain competitive with the Central Trust Company.

⁶ Giglierano, Geoffrey J. et al. *The Bicentennial Guide to Greater Cincinnati: A Portrait of Two Hundred Years*. Cincinnati, Ohio: The Cincinnati Historical Society, 1988, page 184.

Description of District

General Characteristics

The Woodburn Avenue NBD is composed of 26 significant buildings exhibiting a mixture of late nineteenth and early twentieth century urban architectural styles as applied to high density residential, residential/commercial and ecclesiastical related buildings. The district is the focus of commercial activity for the neighborhood business district that was once part of the Village of Woodburn and is often referred to as De Sales Corner. It includes a mixture of residential and commercial buildings, with a cohesive height and scale to its buildings. The streetscape is dominated by the Gothic Revival St. Francis de Sales Church, which occupies a pivotal location at the intersection of Madison Road and Woodburn Avenue.

The district is characterized by one- to seven-story brick masonry and frame buildings constructed between c. 1865 and 1930. Brick and stone represent the district's primary building materials. Only two wood frame buildings can be found in the district, a c. 1865 Greek Revival single-family residence at 2730 Woodburn Avenue and the c. 1880 three-story Italianate 2811 Woodburn Avenue. All of the buildings in the Woodburn Avenue NBD were constructed as residential or commercial properties with residences on the upper floors. No one style predominates in the Woodburn Avenue NBD. The district includes examples of Greek Revival, Italianate, Queen Anne, Spanish Revival and Renaissance Revival styles. There are also two Modern/Neo-Classical buildings.

Contributing buildings in the district are constructed at or very close to the front property line, creating a sharp edge along the street right-of-way. Many buildings are also oriented towards and with the slanting path of Woodburn Avenue, resulting in sharp edges and angles at building corners. The deliberate treatment of corners, elaborate projecting cornices, decorative parapets and the expressive use of materials are defining characteristics in the Woodburn Avenue NBD. St. Francis de Sales Church, the San Marco Apartment Building, the two Krug Buildings and the Eckert all display distinctive corner towers. The Central Trust Company of Cincinnati, East Hill Branch (2821 Woodburn Avenue), the Amelia Flats (2805 Woodburn Avenue), 2733-2735 Woodburn Avenue and 2720 Woodburn Avenue exhibit clipped storefronts and/or facades directly related to their prominent corner locations.

Boundary

District Boundary

The Woodburn Avenue NBD Historic District extends two blocks along the west side of Woodburn Avenue between Burdette Avenue and Madison Road and three blocks along the east side of Woodburn Avenue between William Howard Taft Road and Madison Road. The district includes only those buildings that face onto Woodburn Avenue with the exception of the Imperial Motor Car Company building at 1609 Madison Road.

The district includes a total of 35 buildings at 28 addresses. Three of the 35 total resources represent the St. Francis de Sales church, the rectory and sacristy and the school with its modern addition, all identified at a single address. Schulhoff Tool Rental accounts for another ten buildings, one on the east side of Woodburn Avenue with the remaining nine on the west side of the roadway. All of the district's nine non-contributing buildings are associated with this business. However, this total is somewhat misleading. To the casual observer, Schulhoff Tool Rental appears to have far fewer than ten buildings. This is because what appears to be one building at 2715-2717 Woodburn Avenue is in fact at least six. Based on available historic maps, research and a field view of the premises, the vertical board siding covers a garage, several repair shops, a paint shop and a "heater building" that were once part of an automotive concern on the site. For this reason, the visual impact of Schulhoff Tool Rental is somewhat mitigated. A listing of contributing and non-contributing resources by address is listed in Table 1.

**TABLE 1. Woodburn Avenue Neighborhood Business District (NBD)
Contributing and Non-Contributing Resources**

Key: NRHD = Madison and Woodburn National Register Historic District;
Individual = National Register Listed Resource

Address	Building Name(s)	Status	Determination
East Side – Woodburn Avenue			
2600 Woodburn Ave	Eckert Building	Individual	Contributing
2610 Woodburn Ave		n/a	Contributing
2614 Woodburn Ave		n/a	Vacant Lot
2706 Woodburn Ave	Schulhoff Tool Rental	n/a	Non-Contributing
2710 Woodburn Ave		NRHD	Contributing
2714 Woodburn Ave	Krug Building	NRHD	Contributing
2716 Woodburn Ave	Krug Building	NRHD	Contributing
2720 Woodburn Ave		NRHD	Contributing
2724-2728 Woodburn Ave		n/a	Contributing
2730 Woodburn Ave		n/a	Contributing
2732 Woodburn Ave		n/a	Parking Lot
2800 Woodburn Ave		n/a	Contributing
2804-2806 Woodburn Ave	Lutmer Flats	NRHD	Contributing
2810-2814 Woodburn Ave		NRHD	Park
1600 Madison Rd	St. Francis de Sales Church Complex	Local Landmark Individual NRHD	Contributing *
1601 Madison Rd	San Marco Apartment Building	NRHD	Contributing
1609 Madison Rd	Imperial Motor Car Company	NRHD	Contributing
West Side – Woodburn Avenue			
2701 Woodburn Ave	Schulhoff Tool Rental	n/a	Non-Contributing
2709 Woodburn Ave		n/a	Non-Contributing
2715-2717 Woodburn Ave		n/a	Non-Contributing +
2721 Woodburn Ave		NRHD	Contributing
2723 Woodburn Ave	Felix Flats	NRHD	Contributing
2725 Woodburn Ave		NRHD	Contributing
2727-2731 Woodburn Ave	Victoria Flats	NRHD	Contributing
2733-2735 Woodburn Ave		NRHD	Contributing
2805 Woodburn Ave	Amelia Flats	NRHD	Contributing
2809 Woodburn Ave		NRHD	Contributing
2811 Woodburn Ave		NRHD	Contributing
2813 Woodburn Ave		NRHD	Contributing
2815 Woodburn Ave		NRHD	Contributing
2821 Woodburn Ave	The Central Trust Company, East Hill Branch	NRHD	Contributing

* = The St. Francis de Sales Church Complex includes three buildings – the church, the rectory and sacristy and the school – at a single address of 1600 Madison Road.

+ = This single address (2715-2717 Woodburn Avenue) appears to include six historic buildings. See “District Boundary” for further information.

The district also includes a vacant lot at 2614 Woodburn Avenue, a parking lot at 2732 Woodburn Avenue and a pocket park at 2810-2814 Woodburn Avenue. The vacant lot, parking lot and pocket park are not included in the 28 addresses referenced above.

Justification of District Boundary

The final district boundaries were drawn to delineate an area that:

- Maintains a cohesive and identifiable physical character;
- Relates to the historic development of the Woodburn community from 1865 to 1930; and
- Retains its architectural integrity of location, design, materials, workmanship, feeling and association, as required by the City of Cincinnati's Zoning Code (§1435-01-H2) and the City's agreements with the Ohio Historic Preservation Office and the federal Advisory Council on Historic Preservation.

Various options were considered in determining the boundaries for the Woodburn Avenue NBD Historic District.

- **Study Area:** The first alternative was to adopt the boundaries of the entire study area. This alternative was quickly abandoned due to the number of demolitions, new construction and inappropriate alterations. The study area as a whole lacked a cohesive sense of time, place and setting as well as the architectural integrity to meet the minimum qualifications for historic designation. Research and field views also revealed this alternative lacked a valid, cohesive historic context.
- **Madison and Woodburn National Register Historic District:** Staff considered utilizing the National Register boundary for the local district and ultimately determined the boundaries excluded buildings such as the Union Trust Company and the Eckert Building that contributed to the district's historic context and development.
- **Elstun Flats:** Extending the district north of Madison Road to include the Elstun Flats at 2905 Woodburn Avenue was rejected. Individually this four-story apartment building possesses a valid association with the Woodburn Avenue NBD Historic District. Built c. 1895 the brick and stone Queen Anne Elstun Flats is the contemporary of the San Marco Apartment Building (1601 Madison Road), the Lutmer Flats (2804-2806 Woodburn Avenue), the Eckert Building (2600 Woodburn Avenue), the first Krug Building (2716 Woodburn Avenue) and the Victoria Flats (2727-2731 Woodburn Avenue), all of which were constructed in the 1890s. It features a distinctive corner tower that characterizes several other buildings in the district. Elstun Flats clearly fits within the period of significance and development of Woodburn Avenue. It is nonetheless visually and physically separated from the rest of the district, and its historic setting has been compromised. For both the pedestrian and the motorist, the visual terminus of Woodburn Avenue is St. Francis de Sales Church. The Woodburn Avenue view corridor does not include Elstun Flats until the actual intersection of Madison Road and Woodburn Avenue. At one time the densely built blocks of brick mixed-use buildings continued past Madison Road up the west side of Woodburn Avenue to Elstun Flats. North of Elstun Flats Woodburn Avenue took on a decidedly residential character. The demolition of several buildings in this block in the twentieth century and the construction of De Sales Plaza in 2003 severed the historic connection between Elstun Flats and the remainder of Woodburn Avenue commercial district.
- **St. Francis de Sales:** The City of Cincinnati designated St. Francis de Sales Church and Rectory as a Local Landmark in 1983, and unlike other city landmarks, the conservation guidelines for St. Francis de Sales address both interior and exterior work. In addition, the church, the rectory and sacristy and the school were listed in the National Register of Historic Places both individually

and as part of a district. For these reasons, staff considered excluding the church and its accessory buildings from the Woodburn Avenue NBD Historic District. This option was discarded. St. Francis de Sales Church visually anchors the north end of the district, and its presence is integral to the physical setting and feeling of Woodburn Avenue. The church and its congregation were also pivotal in determining the ethnic character and development of the Woodburn Avenue commercial corridor. The district boundary exceeds that of both the Local Landmark and the National Register Historic District in order to include a recently completed addition to the school.

- **Madison Road and Moorman Avenue:** The Woodburn Avenue commercial district historically extended east along Madison Road to Hackberry Street. It also included a segment of Moorman Street between Madison Road and Clayton Street. The 1869 Titus *Atlas of Cincinnati and Hamilton County* shows two of the area's earliest stores near the intersection of Hackberry Street and Madison Road. Additional businesses opened in the following years. By the 1920s, filling stations were located at the northwest and southwest corners of Madison Road and Hackberry Street, and Moorman Avenue south of Madison Road to Clayton Street had developed with automobile related businesses, including garages, auto sales and repair and filling stations. The Imperial Motor Car Sales Company at 1609 Madison Road is the only remnant of this automobile-related cluster. Demolition and new construction that occurred throughout the twentieth century disrupts the district's character. Walking through this portion of the neighborhood business district, an observer does not experience the sense of time and place that is expected in an historic district or that is evident along Woodburn Avenue.
- **Schulhoff Tool Rental:** The East Walnut Hills community requested that Schulhoff Tool Rental be included within the historic district in order to control future development of the property on both sides of Woodburn Avenue.
- **William H. Taft Road:** At one time the Woodburn Avenue commercial district extended south to E. McMillan Street. However, demolition, unsympathetic alterations and new construction that results in a palpable change in character, scale and setback precludes the inclusion of that section of Woodburn Avenue south of the Burdette Avenue on the west and William H. Taft Road on the east.

Findings

Required Findings

According to Chapter 741 of the Municipal Code (Historic Conservation), certain findings must be made before a historic district can be created by City Council. These findings are the following:

1. **The district must contain structures that have historic significance.** The district is a significant grouping of mid-nineteenth to early twentieth century buildings, and it possesses integrity of design, setting, materials, workmanship, feeling and association. The district contains 35 buildings including several previously designated resources – the National Register listed and Local Landmark St. Francis de Sales, the National Register listed Eckert Building and the National Register listed Madison and Woodburn National Register Historic District.
2. **The district must represent one or more periods or styles of architecture typical of one or more eras in the city's history, or must represent an assemblage of structures important to the city's history.** The district has an excellent assortment of mid-nineteenth to early twentieth century buildings representing various architectural styles and types. The buildings within the district demonstrate how a variety of uses co-existed in historic business districts, with commercial buildings, residences and mixed-use structures sharing the streetscape.

3. **The structures within the proposed district must cause the area, by reasons of historic or architectural factors, to constitute an identifiable area.** The buildings within the Woodburn NBD Historic District represent a variety of architectural styles and the period of development from 1865 to 1930. These buildings largely have retained their historic integrity and together convey a “sense of time and place” that distinguishes the district from its surroundings. The district boundaries were drawn to delineate the area of Woodburn Avenue that maintains a cohesive character that illustrates the development of the commercial district over time and that retains its architectural integrity.

Planning Considerations

In addition to the above-required findings, Chapter 741 of the Cincinnati Municipal Code (Historic Conservation) lists other considerations that must be weighed when historic designation is considered:

1. **The relationship of the proposed designation to the comprehensive plans of the city and the community in which the proposed district is located.** The *De Sales Corner Conservation Plan* adopted in 1985 represents the most recent and germane planning document in regards to the proposed historic district. The *De Sales Corner Conservation Plan* was consistent with the principals of the *Walnut Hills Urban Design Plan* of 1975 but did not represent an amendment to that document. The *De Sales Corner Conservation Plan* was a policy guide for future public and private reinvestment efforts to revitalize the struggling Woodburn Avenue commercial corridor. Included among the plan’s goals was the retention and adaptive reuse of existing historic and architectural resources as well as the improvement of facades, streetscapes and landscaping.

The proposed designation also appears to be compatible with the aims of the *Cincinnati Coordinated City Plan*. That plans states that the revitalization of Cincinnati’s residential communities is one of its top priorities. It recognizes historic preservation as one possible catalyst for neighborhood revitalization. The plan further states that the economic advantages of adaptive re-use and renovation of the city’s wealth of older sound structures can turn neighborhoods into highly desirable places to live. It also supports rezoning to protect a neighborhood’s special or distinctive environmental characteristics (either natural or manmade) that are of value to the public.

2. **The effect of the proposed designation on the surrounding area and economic development plans of the city.** The designation of the Woodburn Avenue NBD Historic District will have a positive impact on the community and on the economic development plans of the city. Specifically:

- Recognition and protection of the architectural character of Woodburn Avenue NBD will be gained through historic designation.
- The protection of Woodburn Avenue’s architectural character will aid in the maintenance of the area’s general desirability as a residential community.
- The Historic Conservation Board, with community input, will review exterior building alterations to ensure that such modifications are compatible with the district’s distinctive character.
- A review by the Historic Conservation Board will be necessary before any architecturally or historically significant building is demolished.
- The designation will encourage new construction, where appropriate, that will be compatible with and will take advantage of the district’s distinctive character.
- The historic designation will qualify property owners in the district for special zoning exceptions and variances, where deemed necessary and appropriate by the Historic Conservation Board.

- The designation will not require any additional investment in the community by the City.
3. **Such other planning considerations as may be relevant to the designation.** No other planning considerations were considered relevant to the designation of the Woodburn Avenue NBD Historic District.

Summary of Findings

The designation of the Woodburn Avenue NBD Historic District expansion meets the requirements of Chapter 741 of the Cincinnati Municipal Code (Historic Conservation). The documentation in this designation report provides conclusive evidence that all required findings may be made for the proposed district expansion. In addition, the proposal is in compliance with the appropriate comprehensive plans for the city and will have a positive effect on the Woodburn Avenue businesses and the surrounding community of East Walnut Hills.

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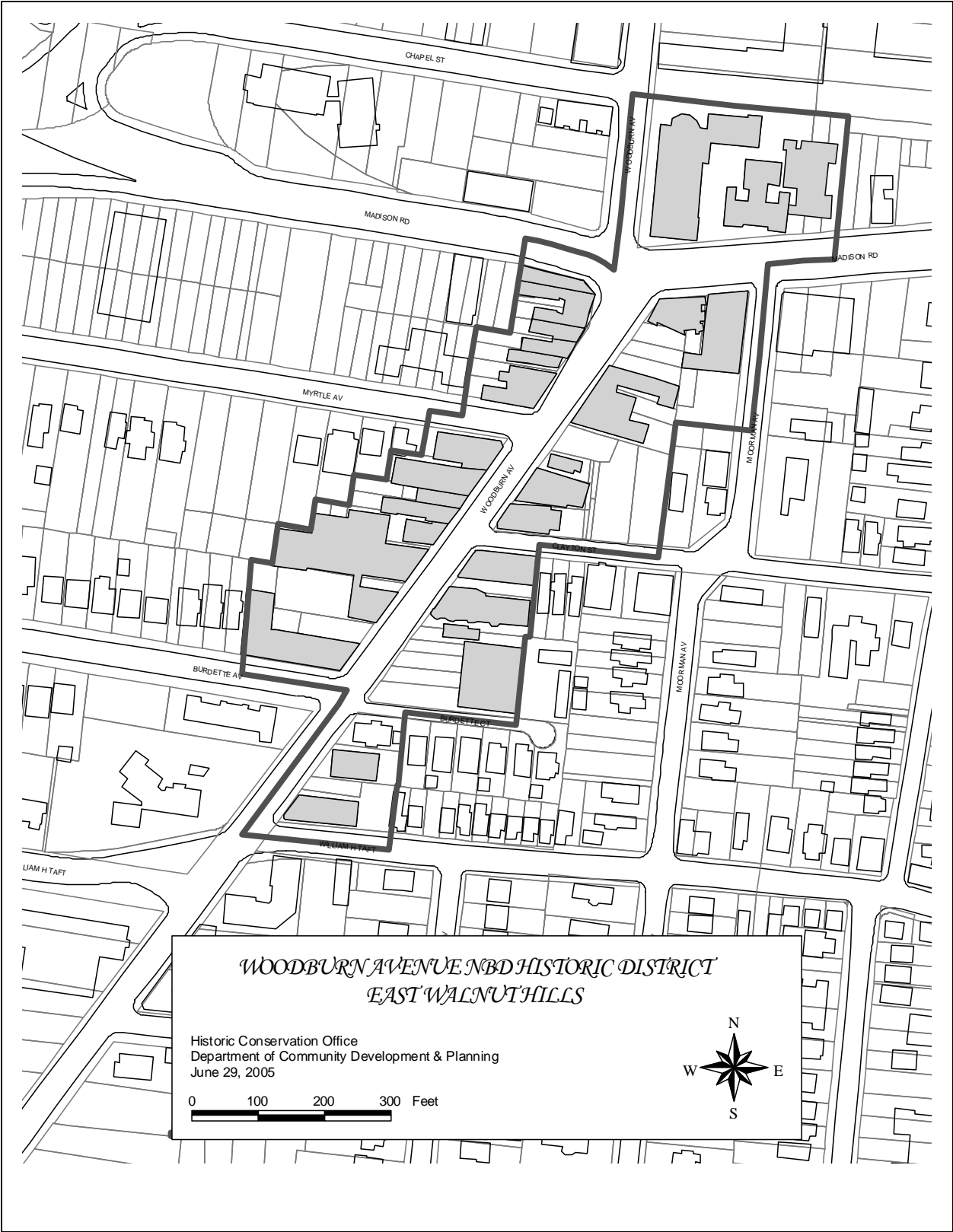




Plate 1: View of SW Corner of Woodburn Avenue & Madison Road



Plate 2: View of 2821 Woodburn Avenue – the Central Trust Company,
East Hill Branch



Plate 3: View of 2815 Woodburn Avenue



Plate 4: View of 2813, 2811 and 2809 Woodburn Avenue



Plate 5: View of 2809 Woodburn Avenue



Plate 6: View of 2805 Woodburn Avenue – the Amelia Flats



Plate 7: View of Woodburn Avenue from Clayton Street



Plate 8: Historic Image of W Side of Woodburn Avenue at Myrtle Avenue

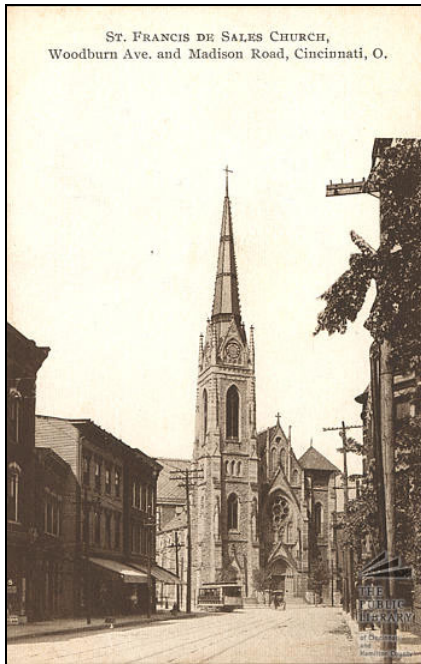


Plate 9: Historic Image of Woodburn Avenue from Clayton Street



Plate 10: View of 2733-2735 Woodburn Avenue



Plate 11: View of 2727-2731 Woodburn Avenue – the Victoria Flats



Plate 12: Detail of the Victoria Flats Entrance



Plate 13: View of 2725, 2723 (Felix Flats) and 2721 Woodburn Avenue



Plate 14: Detail of the Felix Flats Entrance



Plate 15: View of Schulhoff Tool Rental, W Side Woodburn Avenue



Plate 16: View of 2701 Woodburn Avenue – Schulhoff Tool Rental



Plate 17: View of 1609 Madison Road – the Imperial Motor Car Company



Plate 18: View of Intersection of Madison Road & Woodburn Avenue



Plate 19: View of 1601 Madison Road – the San Marco Apartment Building



Plate 20: Historic Image of San Marco Apartment Building Showing Electric Streetcars



Plate 21: View of 2800 and 2804-2806 (Lutmer Flats) Woodburn Avenue



Plate 22: View of 2800 Woodburn Avenue



Plate 23: View of 2730 and 2724-2728 (partial) Woodburn Avenue



Plate 24: View of 2724-2728 Woodburn Avenue



Plate 25: View of 2720 Woodburn Avenue



Plate 26: View of 2716 Woodburn Avenue – the Krug Building



Plate 27: View of 2714-2716 Woodburn Avenue (Krug Buildings) and
2710 Woodburn Avenue



Plate 28: View of 2706 Woodburn Avenue – Schulhoff Tool Rental

Woodburn Avenue NBD Historic District
Representative Photographs

June 2005



Plate 29: View of 2610 Woodburn Avenue



Plate 30: View of 2600 Woodburn Avenue – the Eckert Building



Plate 31: View of 2600 Woodburn Avenue – the Eckert Building



Plate 32: View of Woodburn Avenue, N from William H. Taft Road

Woodburn Avenue NBD Historic District Conservation Guidelines

New Construction

A. Intent and General Guidelines

1. Infill construction is allowed on vacant sites in the Woodburn Avenue NBD to reestablish the streetscape weakened by demolition and to strengthen the overall character of the district. New construction can improve both the physical quality and economic vitality of the neighborhood.
2. New construction should be well-designed but should not replicate the existing buildings. The exceptional quality of the existing buildings in the district provides an outstanding framework for new construction.
3. The Historic Conservation Board's review of new construction will focus on the design compatibility with the surrounding contributing structures. The appropriateness of design solutions will be based on balancing the programmatic needs of the applicant with how well the design relates to the neighboring buildings and to the intent of these guidelines. New design proposals should pay particular attention to composition, materials, openings, rhythm, scale, proportion and height.
4. The new construction guidelines for this district will be used to judge the compatibility of new work. The specific site and programmatic needs of each project will be taken into consideration.

B. Specific Guidelines

1. **Composition:** New buildings should respond to the traditional divisions found on historic property: a base, a middle and a top. Most buildings in the Woodburn Avenue NBD are built of brick with the principal facade parallel to the street it faces. The most important features of buildings in the historic district are the arrangement of openings on the principal facade and an overall vertical emphasis of the whole design. Each building provides its own variations, but collectively they share many basic features.

Base: New buildings should have a well-defined base. Within the district most buildings have a base that is distinguishable from the rest of the building. This is accomplished through a change of materials, a change of scale, and/or a lintel or other type of horizontal banding. Most buildings in the Woodburn Avenue NBD rise above a first floor storefront of cast iron or masonry.

Middle: Details on new buildings should relate to the detailing of adjacent or nearby buildings. Buildings in the district often incorporate architectural details such as changes in plane, corner turrets or changes in materials on their upper floors. Decorative, horizontal bands indicating the floor lines, sill heights or lintel heights should not overpower the vertical emphasis of the design.

Top: New construction should employ a strong element that terminates the uppermost part of the building. Distinctive elements in the architecture of Woodburn Avenue NBD are elaborate projecting cornices, decorative parapets and the expressive use of materials.

2. **Roofs:** Roofs for new construction should be similar to roofs of adjacent and nearby buildings of similar size and use. Roofs in this district are generally flat or low pitched and have little or no overhang.

3. **Window Openings:** Window openings are extremely important in this district. The openings of new buildings should relate to the size and placement of openings found on historic structures of similar use in the district. Window openings are generally taller than wide (typically in a proportion of 2:1), window sash are set back from the wall surface, and openings have some form of definition, such as lintels, sills or decorative surrounds.

In commercial and mixed-use buildings, windows are often grouped within a single opening. Windows are typically 1/1 or 2/2 sash on the upper floors.

If muntins are used in new window sash, they must provide true divided lights or have the appearance of multi-pane sash. Within the individual opening, window sash are usually divided into two or more lights. In all cases the glass must be clear; tinted or reflective glass is not acceptable. Also, roll down shutters and metal bar systems installed on the exterior of the building that cover door and window openings are not appropriate.
4. **Storefronts:** New storefronts should relate to the characteristics of existing storefronts on historic buildings. Storefronts in the district are typically taller than individual upper floors; framed by piers and/or columns and have a lintel separating them from the upper floors; are divided into bays which increases their verticality and provides a pedestrian scale and proportion; and have large, fixed expanses of clear (not tinted or reflective) glass. As with rehabilitated original storefronts, roll down shutters and metal bar systems installed on the exterior of the building are not appropriate elements for new storefronts.
5. **Setback:** Setback is important on Woodburn Avenue. The setback for new construction should be consistent with the buildings of similar use on adjacent and nearby sites. In the Woodburn Avenue NBD, most commercial buildings are built up to the property line. Some buildings have shallow setbacks but retain an "edge" at the property line with a fence. In most cases new construction on corner sites should be built up to the edge of both outside property lines.
6. **Rhythm:** New buildings should incorporate design features, such as window groupings, articulation of wall surfaces, and decorative elements such as columns or piers in an effort to maintain the rhythm that already exists in the district. New construction should avoid creating long unrelieved expanses of wall along the street by maintaining the rhythm of vertical bays found in the district.
7. **Emphasis:** New commercial and mixed-use construction should have a vertical emphasis window openings are tall and narrow, and storefronts have slender columns, which emphasize verticality. Commercial and multi-family buildings, which may have an overall horizontal emphasis, often incorporate vertical elements, such as pilasters or vertically oriented openings. Larger corner buildings along Woodburn Avenue are marked with prominent projecting polygonal or circular projecting bays on the upper floors.
8. **Height:** The height of new construction should not vary considerably from adjacent contributing buildings. Most buildings on Woodburn Avenue are between two and three stories, with prominent ones rising up to seven stories.
9. **Materials:** New construction should use materials that are found on the historic buildings in the Woodburn Avenue NBD. Clearly the dominant material in the district is brick, but other materials such as limestone, sandstone, cast-iron, slate, wood and tin sheathing are important as well. Materials such as synthetic stucco, vinyl or metal siding and plastic trim are not appropriate and should not be considered as exposed finish materials for new construction in this district.

Additions

Intent and General Guidelines

1. Additions are allowed and should follow new construction guidelines. They should be compatible in character with the original. They should be sympathetic but not imitative in design.
2. Additions should be designed to relate architecturally to adjacent buildings in general and to the building they are a part of in particular.
3. Additions should not overpower the original building.
4. The appropriateness of design solutions will be based on balancing the program needs of the applicant with: 1) how well the proposed design relates to the original building and neighboring buildings and 2) how closely the proposal meets the intent of these general guidelines and the specific guidelines for new construction.

Rehabilitation

A. Intent and General Guidelines

These guidelines are intended to ensure that rehabilitation will maintain significant features of buildings in the Woodburn Avenue NBD. The guidelines are not hard-and-fast rules, but are used by the Historic Conservation Board as a guide to assess the compatibility and the appropriateness of proposed changes. Reviews are limited to the exterior changes proposed for buildings; alterations made to the interior of buildings in this district are not reviewed by the Historic Conservation Office.

The following treatments are recommended:

1. Ordinary repair and maintenance in kind to match the original which does not change the appearance of the building are acceptable.
2. Existing features in good condition should be conserved, and damaged features should be repaired rather than replaced wherever possible.
3. Replace badly damaged or missing features sensitively to harmonize with the character of the original feature. Replication is appropriate, but it is not essential.
4. Completely new features and materials should be compatible with the building in design, color, detailing, texture, size and shape.

B. Specific Guidelines

1. **Materials:** Missing or deteriorated materials should be replaced with recycled or new materials that match the original as closely as possible with regard to the following: type, color, style, shape, and texture. The composition, type of joint, size of units, placement and detailing should be appropriate for the building. Synthetic materials such as aluminum or vinyl siding, or split-face concrete block that simulate historic building material are generally inappropriate, but may be considered on a case-by-case basis.
2. **Door and Window Openings:** Among the most important features of any building are its openings – its windows and doors. The size and location of openings are an essential part of the overall design and an important element in the building's architecture. Original wall openings should not be altered or filled. Roll down shutters and metal bar systems installed on the exterior of the building that cover door and window openings are not appropriate.

3. **Door and Window Sash:** Repair original doors and windows rather than replace whenever possible. If replacement is necessary, the new door or window should match the original in material, size and style as closely as possible. Vinyl or metal replacement windows and doors are generally discouraged, but may be considered on a case-by-case basis. Consult with the Historic Conservation Office about acceptable replacements.
4. **Ornamentation:** Significant architectural features such as window hoods, decorative piers, quoins, bay windows, door and window surrounds, cast-iron storefronts and other ornamental elements should be preserved. These distinctive features help identify and distinguish the buildings in the Woodburn Avenue NBD. Do not remove or replace ornamentation with substitutes that are of a different scale or design or an incompatible material. Make replacement ornamentation match the character of the existing feature as closely as possible with respect to type, color, style, shape and texture of material. Some synthetic materials including fiberglass castings may be approved on a case-by-case basis.
5. **Roofs:** Chimneys, dormers or towers and other architectural features that give the roofline of a building its identifying character should be preserved. Most of the buildings in the Woodburn Avenue NBD have flat or single-pitch roofs. The addition of vents, skylights, and roof top utilities should be inconspicuously placed or screened where necessary. Retain and repair original roof materials such as slate and standing seam metal roofs. Wood shakes and plastic roofing products, which are inappropriate materials in the Woodburn Avenue NBD, shall not be used. Simulated slate may be approved on a case-by-case basis.
6. **Cleaning:** Clean exterior surfaces with the gentlest method possible. For masonry structures, begin with scraping by hand or scrubbing with a bristle brush and mild detergent. Some types of chemical cleaning can be used, but test patches should be carried out in inconspicuous areas first. Do not sandblast or use other abrasive cleaning methods that destroy the surface of brick and stone and shorten the life of the building. Do not use wire brushes, because they can also damage masonry surfaces.
7. **Repointing Masonry:** Repoint historic masonry with mortar that matches the existing in color, content and texture and with joints that match in type and thickness. The mortar joints in masonry construction deteriorate for a variety of reasons. Repointing these joints can significantly aid the rehabilitation of a structure. Generally, buildings built prior to 1900 used a lime-based mortar. A typical lime-based mortar has the following formula: 8 parts sand, 2 parts lime, and 1 part portland cement. This mortar is softer than the portland cement-based mortar of today. Hard modern mortar used on historic masonry causes bricks to crack or spall during the freeze-thaw cycle.
8. **Water-Repellent Coatings:** Do not use water-repellent silicone coatings on historic masonry. Most historic structures have survived without the need of water-repellent coatings. Water-related damage on the interior of buildings is usually the result of a failing roof, deteriorated or faulty gutters and downspouts, deteriorated mortar, rising damp or condensation. Many water-repellent coatings will not solve these problems and may make them worse.
9. **Painting:** Repaint buildings elements that were historically painted. Paint is part of the aesthetic design of these buildings and should be maintained. Paint also protects wood, tin and porous nineteenth-century masonry and masks alterations and inappropriate repairs. Masonry that has not been painted in the past should not be painted. Because color can have a significant impact on the neighborhood, use paint colors that are appropriate to your building's age and style. Historically, most paint schemes were relatively simple. The Historic Conservation Office can provide owners

with color combinations that are appropriate for a building's age and style. Varying the choice of color between neighboring buildings is preferred.

10. **Wood Siding:** Retain and repair original wood siding. When replacement is necessary, the new wood should match the original in size, shape, profile, exposure and detail. All wood siding should be painted. Aluminum or vinyl siding is not appropriate for replacing or covering original wood siding. Artificial stone, asbestos, asphalt siding and other similar resurfacing materials are not acceptable. The use of composite cement siding may be approved if it has the appearance of a painted wood siding.
11. **Shutters and other outside attachments:** Original shutters should be repaired and retained. Few buildings in the Woodburn Avenue NBD have or had wood shutters for the windows. Reintroducing missing shutters must be based on physical evidence and the shutters must fit the opening and be operable.

Exterior light fixtures should be appropriate to the style of the building. Colonial "coach" lights are not appropriate. Mercury vapor and other streetlights are not appropriate for attachment to the façade. Exterior light fixtures should be mounted in a way that does not cast undue glare onto neighboring properties or damage the building on which they are mounted.

12. **Storefronts:** Retain and repair the design and materials of storefronts in historic buildings. First-floor storefronts are common in the Woodburn Avenue NBD. Detailing and materials vary considerably. Each design should be considered individually and original materials should be retained. If the storefront has been altered or if none of the original materials remain, old photographs may indicate the original design. Original masonry storefront materials should be cleaned with the gentlest method possible (see section on cleaning). Cast-iron storefronts may be cleaned by abrasive methods including sandblasting. Adjacent materials must be protected and the pressure should be less than 100 p.s.i.

Do not reduce the size of storefront openings. Transparency and scale are very important to storefronts and their relationship to the remainder of the building as well as to the streetscape. Do not cover or remove significant elements such as piers, lintels, transoms, original doors or other similar details. Roll down shutters and metal bar systems installed on the exterior of the building are not appropriate. Removable interior-mounted grills and electronic surveillance systems are appropriate security measures.

13. **Signs:** Signs should be designed for clarity, legibility and compatibility with the building or property on which they are located. Signs should be located above the storefront, on the storefront windows or on awnings and should not cover any architectural features. Signs should capitalize on the special character of the building and reflect the nature of the business.

Wall signs and the mounting brackets for projecting signs should be located above the storefront or first story and below the second-story sills. The size of wall signs shall be limited to one square foot per linear foot of building frontage. Projecting signs should be no larger than 3 feet, 6 inches in width or height. Small projecting signs such as symbol signs are appropriate. Billboards and standardized internally illuminated signs are not permitted. Sign should best be externally illuminated, but internally illuminated and neon signs may be approved on a case-by-case basis.

14. **Awnings:** The installation of fabric awnings on storefronts is encouraged. Awnings add color and variety to commercial buildings and highlight the businesses. Awnings should be installed so they do not cover or require the removal of any original architectural feature. Awnings of metal, plastic, vinyl (not vinyl coated fabric) or wood will be reviewed on a case-by-case basis. Internally illuminated awnings are not acceptable.

Site Improvements

A. Intent and General Guidelines

1. Site improvements, such as parking lots, parking pads, paving, fences, decks and landscaping should be in character with the contributing buildings in the district and should respond to the colors, textures, materials and scale found in the area of the improvement.
2. The design of any site improvement should be compatible with district buildings and not detract from the character of the district. Particular attention should be paid to maintaining the relationship and view corridors to St. Francis De Sales Church Complex and other prominent structures in the Woodburn Avenue NBD.
3. The design of site improvements should capitalize on the unique character of the area and could incorporate elements from the district. Site improvements should enhance the experience of pedestrians in the district.

B. Specific Guidelines

1. **Parking Lots:** Cars in parking lots should be screened from public view. Appropriate screening includes low masonry walls in conjunction with planting areas and landscaping, low masonry walls with wrought iron or aluminum picket fencing and planting areas with landscaping and appropriate fencing. Chain link fence along sidewalks is inappropriate.

Parking lots with a capacity of 10 or more cars should contain trees within the lot as well as around the perimeter of the lot. Concrete curbs, not rolled asphalt bumpers, are appropriate edges for parking lots.

A lot used for surface parking of motor vehicles should be for the exclusive use of owners, occupants and customers of a building located within 300 feet of the lot, and shall be subject to a restrictive covenant to implement this provision.

2. **Parking Pads:** Parking pads (parking for one or two cars) are permitted at the rear of the property, with access at alleys or existing curb cuts whenever possible. Parking pads in areas other than the rear yard shall be judged on a case-by-case basis for their impact on the property and on the district.
3. **Fences and Walls:** Wrought-iron, aluminum or cast-iron fences are encouraged along the sidewalks of vacant lots or where buildings are setback from the sidewalk. Fencing may be set between metal posts, natural stone or brick piers, or pre-cast concrete posts. Fencing may also be set on a concrete curb or on top of a retaining wall. Landscaping in front of a fence is encouraged. Plain board fences (vertical boards nailed side-by-side on horizontal stringers) or wire fences are appropriate at the rear of the property or along the side of the property. Wood fences should be painted or stained but not left to weather naturally. Chain link, stockade, shadow board, basket weave and lattice designs are not appropriate.

Retaining walls built along the front property line or along street frontage should be built of or faced with fieldstone or limestone. Retaining walls at other locations should be built of fieldstone, limestone, brick or specialized masonry block having the appearance of stone. Concrete products including cinder block, stucco and unfinished concrete masonry units should not be used as the finish material for any retaining wall.

4. **Decks:** Wood decks should be stained or painted. Rooftop decks should not be highly visible from the principal façade nor require modification of the existing roofline.
5. **Paving for sidewalks, patios and other similar areas:** Materials used for paving should have the appearance of individual units to give the surface scale. Appropriate materials include brick, stone, scored concrete and unit pavers. Concrete should be limited to sidewalks and should not be used in large slabs over big areas, such as driveways and parking lots.
6. **Street Furniture and Amenities:** Existing historic elements in the right-of-way such as steps, mounting blocks, fences, paving, natural stone curbs and splash blocks should be retained. Historic materials such as pavers, curbs or steps shall be returned to their same location (even if they are to be paved over) when they are removed to install or repair underground or for any other purpose. Flower boxes, planters, urns and similar elements are encouraged but should be appropriate to the property where they are placed and with the district as a whole. The installation of these elements should not cover or require the alteration of any architectural details.
7. **Trees:** Street trees and trees on private property are encouraged. Do not cut down mature, healthy trees.

Demolition

Demolition regulations for designated property in Cincinnati are set forth in Chapter 1435 of the City of Cincinnati Zoning Code. See particularly Section 1435-13, Regulation of Alterations, Demolitions and Environmental Changes, and Section 1435-15, Demolition. Generally, demolition of existing buildings is permitted if one of the following conditions exists:

1. Demolition has been ordered by the Director of Buildings and Inspections or the Fire Chief for public safety because of an unsafe or dangerous condition which constitutes an emergency. See Section 1435-27(c).
2. The owner can demonstrate to the satisfaction of the Historic Conservation Board that the structure cannot be reused for any use or a reasonable economic return from the use of all or part of the building or from the sale of the property proposed for demolition cannot be realized. See Section 1435-15(b)
3. The owner is a non-profit corporation or organization and can demonstrate to the satisfaction of the Historic Conservation Board that the denial of the application to demolish would also deny the owner the use of the property in a manner compatible with its organizational purposes and would amount to a taking of the owner's property without just compensation. See Section 1435-15(c).
4. The demolition request is for an inappropriate addition or a non-significant portion of a building and the demolition will not adversely affect those parts of the building which are significant as determined by the Historic Conservation Board.

Supplemental Demolition Guidelines for the Woodburn Avenue NBD Historic District:

The Historic Conservation Board, when acting on any application for a Certificate of Appropriateness seeking approval of demolition, may:

1. Approve the demolition of a non-contributing building or a building of a later period and the demolition will not adversely affect the character of the streetscape or the district as determined by the Historic Conservation Board. A list of the non-contributing buildings is provided below.

2. Approve the demolition if it is necessary to carry out an Urban Design Plan or an Urban Renewal Plan approved by City Council or a Planned Development (PD).
3. Delay or deny the application if it finds that the reason that the structure cannot be reused for any use or the owner cannot realize a reasonable economic return from the use of all or part of the building or from the sale of the property proposed for demolition is that the owner has failed to provide the minimum maintenance required by Section 1435-25 of the Zoning Code through willful action or neglect.

New construction on the cleared site will be subject to the guidelines for new construction and site improvements for the Woodburn Avenue NBD Historic District.

Non-Contributing Buildings

A. Intent and General Guidelines

Only nine structures (at four addresses) have been identified as non-contributing to the district's historic character.

B. Specific Guidelines

1. **Rehabilitation:** The rehabilitation of non-contributing buildings should comply with the guidelines outlined in the "Rehabilitation" section of this document. These rehabilitation guidelines provide a framework for maintaining a building's basic architectural character; they do not suggest that a building be redesigned or altered to appear older than it is. Alterations to a newer building should be compatible with the original architectural character of that structure or should help the building to relate better architecturally to the surrounding historic district. The rehabilitation of an older, altered structure should restore elements of the building's historic character, whenever possible, based on remaining physical evidence, historic documentation, or similar buildings nearby. Alterations to non-contributing buildings should not create a false sense of history. In many cases it is preferable to rehabilitate and reuse a non-contributing building than to have a vacant parcel or parking lot.
2. **Additions:** Additions to non-contributing buildings should comply with the guidelines outlined in the "Additions" section of this document. Additions should be designed to relate architecturally to adjacent buildings and to the building of which they are a part. Additions should not overpower the original building.
3. **Demolition:** Non-contributing buildings may be demolished if the demolition will not adversely affect the character of the district. The Historic Conservation Board's review of an application to demolish a non-contributing building will include an evaluation of plans for the redevelopment of the cleared site, based on the "New Construction" and "Site Improvements" sections of this document.

- C. **List of Non-Contributing Buildings:** Table 2 lists the non-contributing resources within the Woodburn Avenue NBD. Nine buildings (at four addresses) do not contribute to the district's historic or architectural character of the district. The Greek Revival single-family residence at 2730 Woodburn Avenue and the Classical Revival two-story building at 2721 Woodburn Avenue are both substantially altered. However, each structure retains sufficient original detailing, form, and massing to contribute to the Woodburn Avenue NBD.

TABLE 2. Woodburn Avenue Neighborhood Business District (NBD) Non-Contributing Resources		
Address	Building Name(s)	Determination
2706 Woodburn Ave	Schulhoff Tool Rental	Non-Contributing
2701 Woodburn Ave		Non-Contributing
2709 Woodburn Ave		Non-Contributing
2715-2717 Woodburn Ave		Non-Contributing*

* = The final total of nine non-contributing buildings includes six historic buildings at 2715-2717 Woodburn Avenue.

The district also includes a vacant lot at 2614 Woodburn Avenue, a parking lot at 2732 Woodburn Avenue and a pocket park at 2810-2814 Woodburn Avenue.